U.S. Embassy Bern In-Depth Social Media Analysis



Project Title	U.S. Embassy Bern In-Depth Social Media Analysis
Summery	Utilizing your passion for social media, analytics, and critical analysis, you will help the Public Affairs Section (PAS) of U.S. Embassy Bern better understand, and improve, its use of social media in the promotion of Embassy and Department of State goals.
Country	Switzerland

Project Description

The Public Affairs Section of U.S. Embassy Bern is looking for a passionate, data-driven, social media-loving, critical thinker to improve the section's use of social media in the furtherance of Embassy and Department of State goals. The internship will consist of three parts.

First, the virtual intern will conduct a comprehensive analysis of the section's 2019 social media use across Facebook, Twitter, Instagram, and YouTube. The analysis will include, but not be limited to, the following key performance indicators (KPIs): engagement, reach, amplification rate, and applause rate (likes/followers), as well as an audience analysis for each platform.

Second, after the completion of the 2019 analysis, the virtual intern will provide regular, end of month social media reports to include such information as most/least impactful post across each platform, a KPI analysis for the month, and recommendations on how to improve future social media content.

Third, the virtual intern will provide periodic social media training/advice to PAS employees and will contribute to the creation of social media content. A specific training plan will be developed between PAS and the virtual intern.

At the end of the virtual internship, the U.S. Embassy Bern Public Affairs Section will better understand its social media audience(s) and be better prepared to leverage social media in the furtherance of Embassy and Department goals.

The applicant must possess basic professional German reading ability. We look for a social media savvy individual who has experience managing social media platforms or extensive knowledge of digital trends, tools, and analytics. Knowledge of Microsoft Excel and Word is a must. Experience with social media campaigning and advertising is a plus.

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Infographic design
Research
Social media management
Writing

Additional Information

The U.S. Embassy Bern Public Affairs Section is comprised of a Public Affairs Officer, Assistant Public Affairs Officer, and four Public Affairs Assistants, two who focus on social media (one full-time, one part-time). The Assistant Public Affairs Officer and the full-time Public Affairs Assistant focusing on social media will manage the virtual internship.

Language Requirements

Language Speaking Proficiency Reading Proficiency Importance

German Limited working proficiency Minimum professional proficiency Nice to Have